FilmL.A., Inc.
1201 W. 5th Street, Suite T-800
Los Angeles, CA 90017
t: (213)977-8600 - f: (213)977-8601
www.filmla.com

Summary Information

Permit No: F00035218-A **Type of Permit:** FILMING **Release Date:** 01/06/2011

Production Company FURLINED LLC

Insured Company Name FURLINED LLC

Contact Phone No. 1 310-496-5060
Contact Phone No. 2
Fax
Address 2803 COLORADO AVE
SANTA MONICA, California 90404

Production Title CHEVY

Type of Production Commercial - Standard

Producer Martha Davis

Director Josh Gordon Will Spec

1st AD Scott Thaler

Production Manager Christie Taylor

FilmL.A. Coordinator Daniel Alvarez

Location Manager Rick Schroeder
Primary Phone Office - 310-496-5087
Secondary Phone Mobile - 818-726-5757

Location Assistant N/A N/A
Primary Phone Office - 310-496-5087
Secondary Phone

Fees

FILMLA FILM PERMIT RIDER FEE $100.00

Total Permit Fee $100.00

Number of Locations 1

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Summary Information — Location

Permit Number F00035218-A
Production Company FURLINED LLC
Insured Company FURLINED LLC
Production Title CHEVY

Location Manager Rick Schroeder
Primary Phone Office - 310-496-5087
Secondary Phone Mobile - 818-726-5757

Location Address 1800 Ocean Front Walk, Los Angeles, CA 90291

Location Name VENICE BEACH

Location Type Beach

Film Dates 1/6/2011 - 1/6/2011 14:00 - 17:00

Open or Closed to the Public Open

Generic Conditions
All Vehicles must be parked legally.
Must comply with attached conditions
Must Maintain 5' Clearance on Sidewalks/Walkways
Must maintain local/emergency access
No Cast and Crew parking on areas streets.
No interference with merchant activity

Please see attached documents
Microsoft Word - Venice Pier 2 3 2010.pdf
BEACHES and HARBORS VENICE BEACH CONDITIONS July 2009.pdf
COUNTY PARKING LOT GUIDELINES.pdf
VENICE BEACH VENICE BL. LOT.pdf
VENICE BEACH ROSE LOT.pdf
VENICE BEACH WASHINGTON LOT.pdf
Venice Area January 2010.pdf

Equipment on Location

Type	Quantity
Camera cars	1
Cast/Crew vehicles	40
Cranes	1
Generator	2
Motor Homes	3
Picture vehicles	1
Portable restrooms	4
Process Trailer	1
Semi Trucks	15
Trailers	1

Personnel on Location

Type	Quantity
Cast	5
Crew	30
Off-Duty/Retired LAPD Officer(s)	2
Rec & Park Monitor required	1

Filming Activities Drive ups & away; Exterior Dialogue; Intermittent pedestrian control; Picture Car on Pier, Camera Crane, Dolly Tracks, Picture Car Pulls Out of Frame, Green Screen f/x shot in Parking Lot; Water truck parked next to generator in spaces north of pier;

Jurisdiction **Political:** Los Angeles County - Supervisor District 3 **Police:** Los Angeles County Sheriff **Fire:** Los Angeles City

Thomas Guide **Page:** 672 **Grid:** G6

Location Notes All production companies must contact parking management prior to film date and make arrangements for parking, payments and staffing (see parking lot guidelines attached). All production vehicles must display a parking receipt on dashboard of vehicles and must only enter lots during approved/authorized dates and times. Failure to display parking receipts on dashboard of vehicle or unauthorized entry will result in a parking citation.

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Summary Information — Location

Permit Number	F00035218-A	**Location Manager**	Rick Schroeder
Production Company	FURLINED LLC	Primary Phone	Office - 310-496-5087
Insured Company	FURLINED LLC	Secondary Phone	Mobile - 818-726-5757
Production Title	CHEVY		

No parking, blocking and/or staging in handicap spaces, electric charging stations or Pay & Display machines.
All companies must contact PCI (310) 821-1081 prior to film date to make arrangements for parking (see parking guidelines)

Approvals LOS ANGELES COUNTY DEPARTMENT OF BEACHES & HARBORS — Marisol Camey

Coordinator Note FILMING AT VENICE PIER REQUIRES ONE PARK MONITOR FROM 7A TO 5P

Coordinator Note *Not blocking the north and south emergency access at entrance of pier (red marked areas

*Must not impede bike/skate shop operations.

*Must cover up storm drains effect if water effect are filmed

Coordinator Note RIDER A ADDS EXTERIOR SHOT PLATES HOTS OF WATER WITH GREEN SCREEN AT BEACH NEAR PARKING LOT

Parking

Base Camp
Location Type : Private Parking Lot
Street : Washington Ave PCI LOT

Crew Parking
Location Type : Private Parking Lot
Street : Washington Ave PCI Lot 150 Spaces

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Special Filming Conditions for Los Angeles County Beaches

VENICE BEACH

The Special Filming Conditions described below will be included in the terms and conditions of permits issued for filming in this area and are in addition to the standard terms and conditions applicable to filming permits generally. While these Special Filming Conditions will be included as terms if a permit for filming in this area is issued, they are not intended to, and do not, establish the criteria or standards for determining whether or not a particular permit (or permits) will be issued for this area. The decision whether or not a particular permit (or permits) will be issued is vested in the discretion of the appropriate City or County department or their designees (including FilmL.A., Inc.), to be exercised consistent with public health, safety and general welfare, and applicable land-use ordinances.

These conditions have been drafted by the Los County Department of Beaches & Harbors to help facilitate filming on Los Angeles County Beaches.

- No parking in handicap spaces at any time. May not block public or emergency access at any time.
- May not interfere with lifeguard, maintenance or scheduled beach activities or special events at any time.
- Companies must make parking arrangements for parking in LA County parking lots through Parking Concepts, Inc (PCI) prior to first film date. **For the Venice BL & Rose Av lots: No arrival prior to 7:00 AM or staying past 10:00 pm unless a survey of the residential buildings has been obtained. For the Washington BL lot: Companies will not be allowed into the lot prior to 7:00 AM or after 10:00 PM (No Exceptions).** Sign removal in LA County parking lots is prohibited.
- **Lifeguard towers must be indicated on permit.**
- No catering or craft services allowed on pedestrian walkways or bike path.
- No animals allowed unless prior approval from Beaches & Harbors and FilmL.A. and indicated on permit. *All dogs must remain on leashes and off sand when not filming.*
- **NO DRIVING SCENES ALLOWED ON SAND. Use of 4-wheel drive vehicles on the beach is approved for equipment transporting only. No joy riding on vehicles on the beach at any time. Vehicle speed is limited to 5 mph at all time**
- **Equipment vehicles larger than 33 feet in length parking in the Venice Boulevard Beach parking lot must have flagman for safety purposes when crossing over the bike path. Companies may also be required to pay for a parking attendant.**
- **Equipment vehicles may not park on bike path that goes through the Venice Boulevard beach parking lot at any time.**
- Digging holes less than five (5) feet deep must be approved by Beaches & Harbors and indicated on the permit. Holes deeper than five (5) feet will require Cal Osha approval (213) 576-7641 with written approval to Beaches & Harbors.
- If use of maintenance or lifeguard personnel is required, it must be reflected on the permit and call times indicated. ***Lifeguards require 24 hour notice to be hired with a 4 hour minimum requirement. Maintenance also requires 24 hour notice to be hired.*** *A County Lifeguard is required for any filming that occurs on a beach or parking lot after hours (2200-0600 hrs). There is a 4 hour minimum and an additional 8 hours for all after hours filming.*
- Tent use must be indicated on permit. *No staking into parking lot. Sandbags must be used.*
- **All equipment must be 10 feet from bike path. Companies must fly cables over bike path.**
- **Generator(s) must be placed facing the water side of the parking lot.**
- **For Automobile commercials: The filming allowed under this permit shall not include promotional material, which implies endorsement by Department of Beaches & Harbors, nor can it depict identifiable Beach features or structures, which convey that implication.**
- **Companies must keep base of Venice Pier clear of all equipment and persons while filming on the pier.**
- **Emergency access areas (marked in red) can not be used at any time (No exceptions).**

NOT A PERMIT

NOT A PERMIT

PARKING LOT GUIDELINES
FOR THE USE OF COUNTY PARKING LOTS
OPERATED BY PARKING MANAGEMENT COMPANY

- **THE PRODUCTION COMPANY IS PROHIBITED FROM PARKING IN DISABLED PARKING SPACES, SHORT-TERM METERED OR BLOCK ANY PAY STATIONS AT ANYTIME (NO EXCEPTIONS).**

- The production company may not block public or emergency access or park vehicles in any front row adjacent to local businesses at Venice Beach at any time (see parking lot maps).

- A walk through is to be conducted after the production company has parked all of its vehicles. This walk through is to be done by the location manager (or designated representative) and a parking contractor supervisor to determine the exact number of spaces being utilized and that number is called into the parking contractor's office. The location manager must make arrangements to meet again with the parking contractor supervisor at a designated time to confirm spaces prior to vacating the parking lot and again that number is called into the parking contractor's office.

- The production company will be invoiced for any additional spaces occupied by cast/crew members' cars, equipment vehicles and coned-off spaces.

- Production companies wanting to use parking spaces at one of the parking contractor operated parking lots on the beach or in the Marina del Rey area must contact the parking contractor directly (310.821.1081) and speak with office management. Normal business hours are Monday through Friday, 8am to 5pm.

- Parking fees are **not** included on film permits. A film permit number must be provided to the parking contractor and the contractor will provide the production company **estimated charges** for the use of the parking lot(s). Payment arrangements must be made with the parking contractor directly at least one business day prior (and before 4pm) for the use of the parking lot(s).

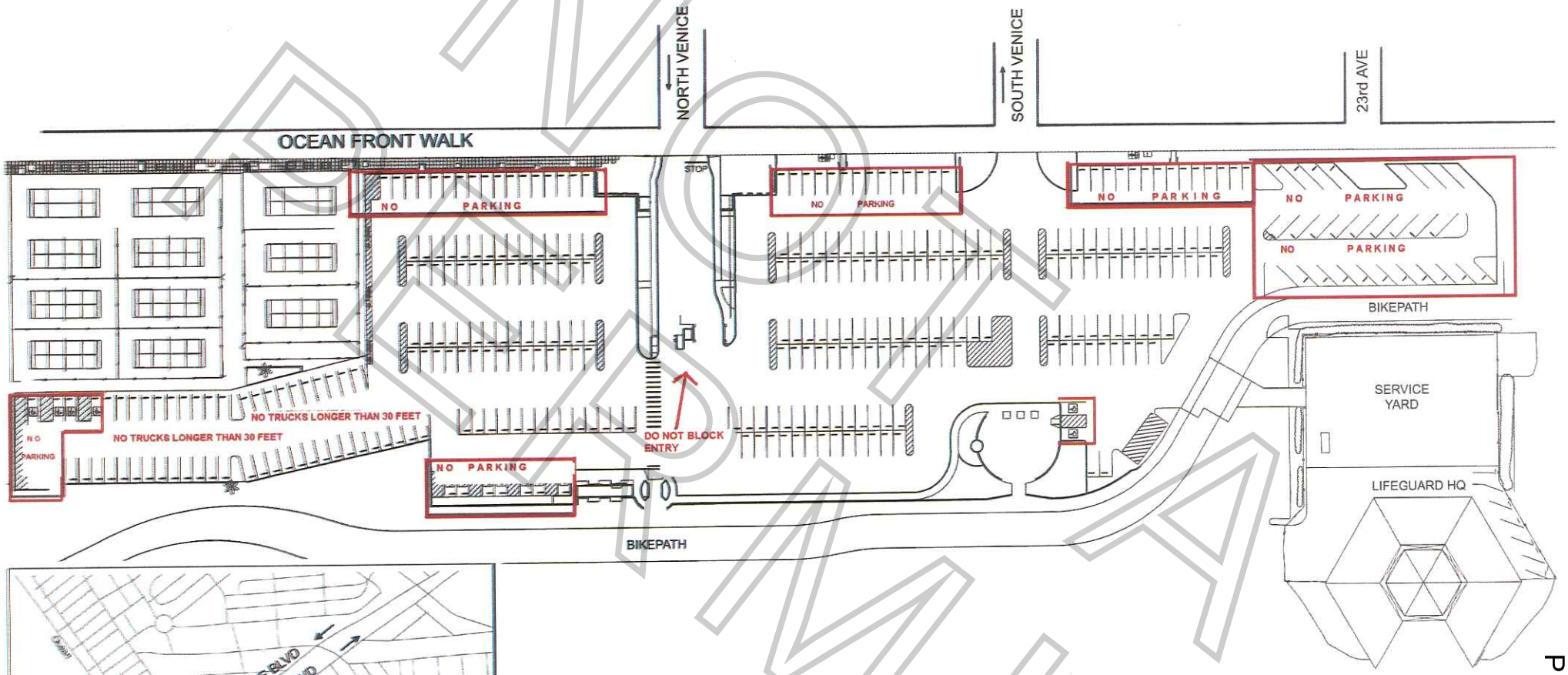
- Cancellations of a parking contract must be done at least one day prior. Refunds will be given within ten to twelve weeks.

- A parking contract does not constitute a film permit.

FilmLA 3/24/2010

NO PERMIT

VENICE CITY BEACH
VENICE BLVD PARKING LOT



Map not to scale.

REGULAR SPACES	32
DISABLED	
TOTAL	32

L.A. COUNTY DEPARTMENT OF BEACHES AND HARBORS Revised 10 / 2008 by [illegible]

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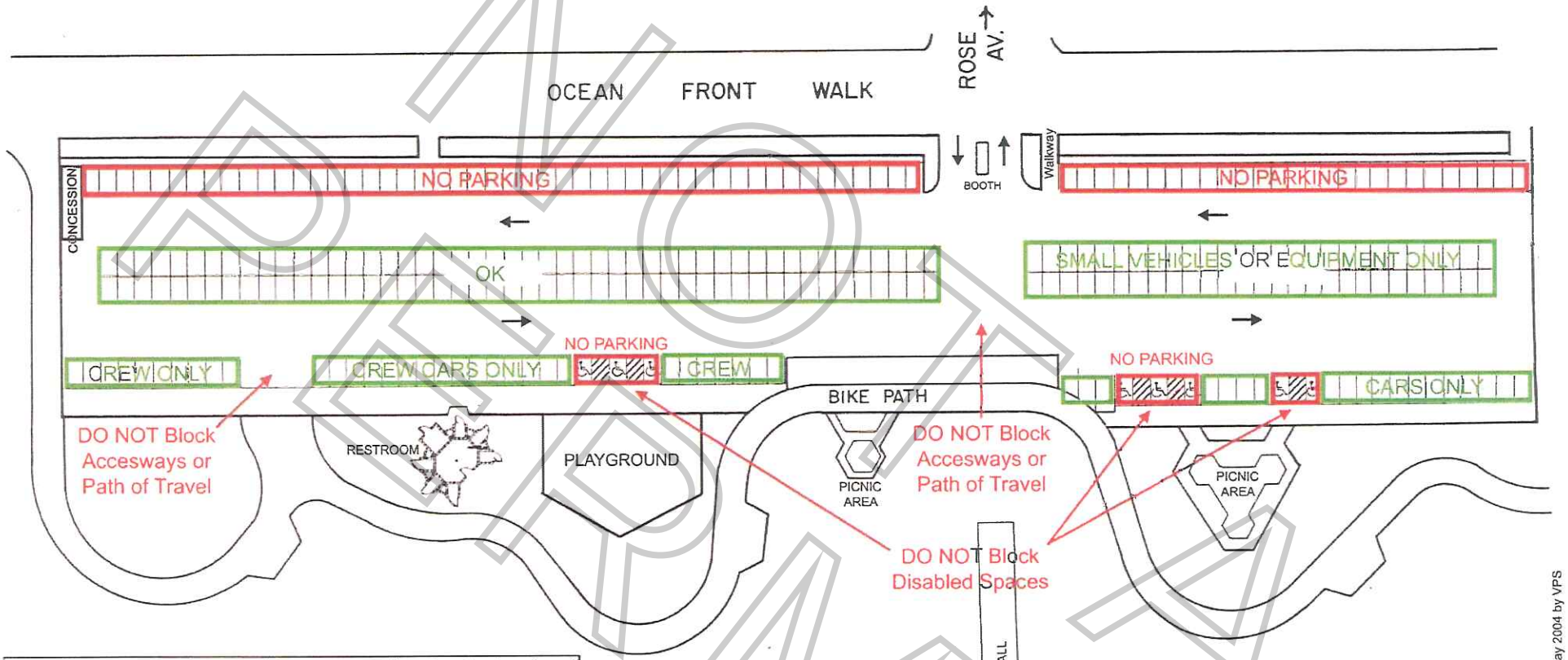
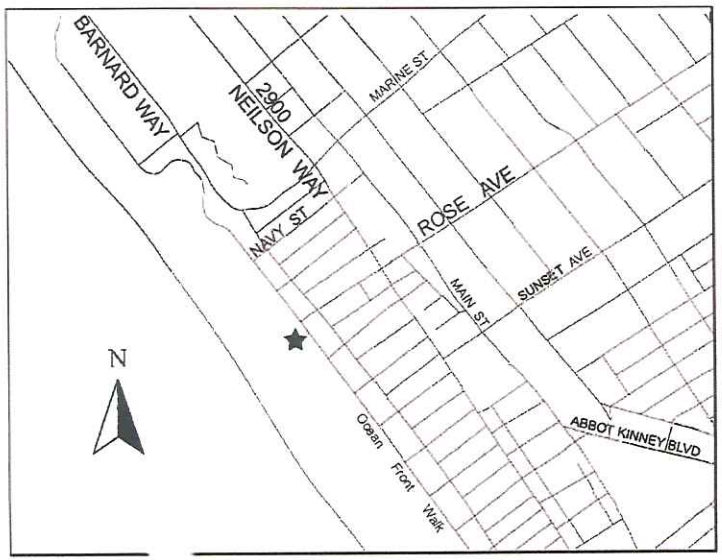
Permit #F0035218-A

PERMIT

VENICE CITY BEACH
ROSE AVE PARKING LOT - FILMING AREAS





Map not to scale.

REGULAR SPACES	280
DISABLED	8
TOTAL	288

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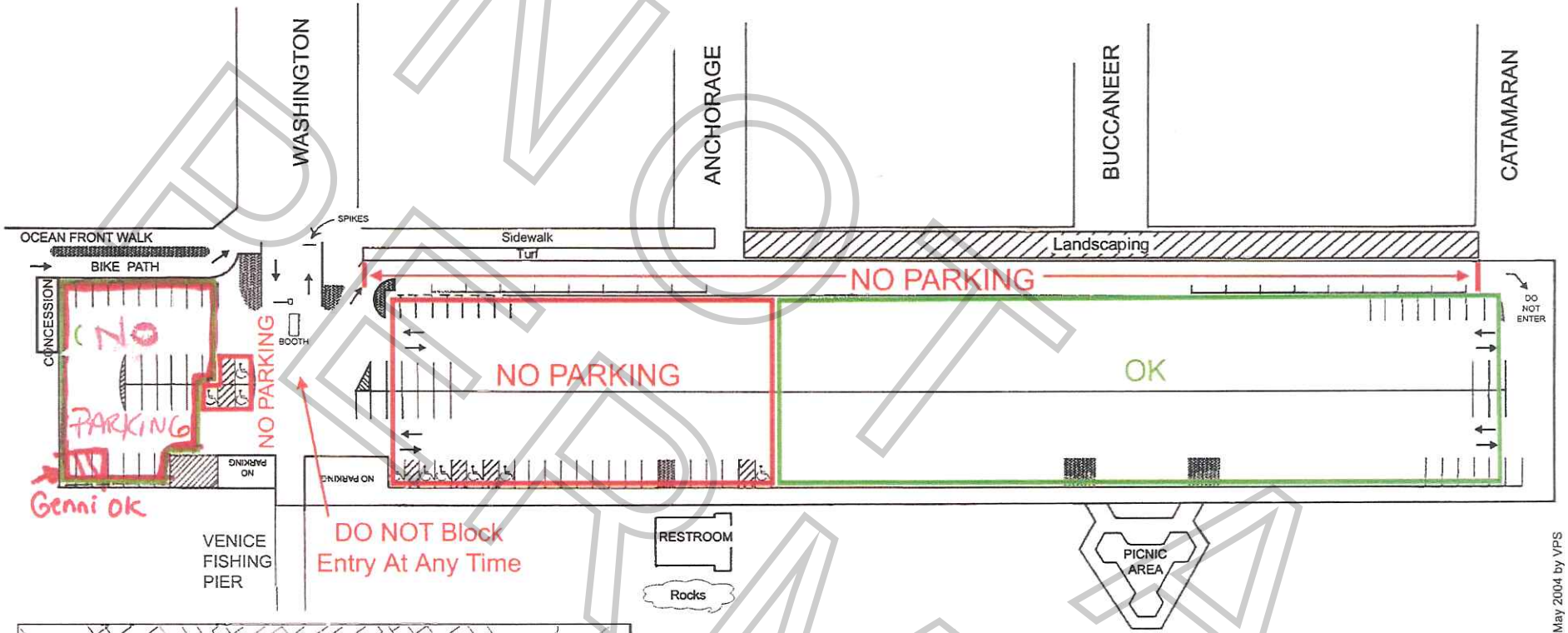
L.A. COUNTY DEPARTMENT OF BEACHES AND HARBORS [illegible]ed 5 / 2002 by CLS

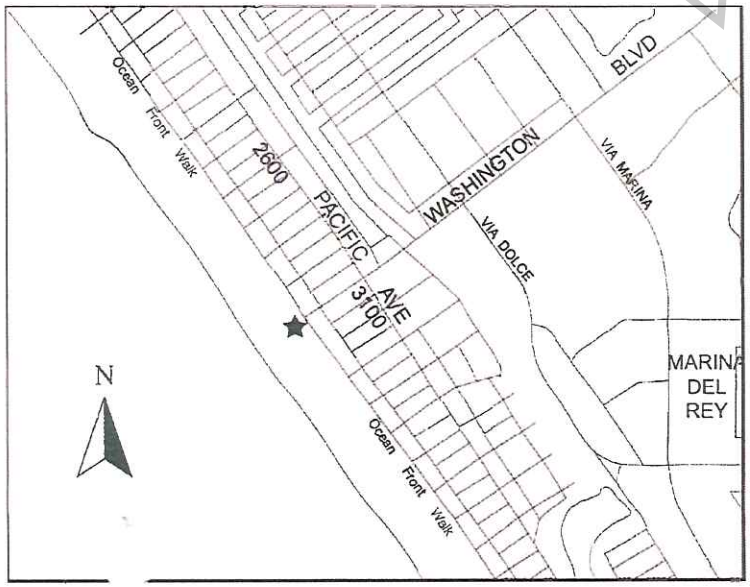
Filming delineations May 2004 by VPS

Permit #F00035218-A

PREVIEW

VENICE CITY BEACH
WASHINGTON BLVD PARKING LOT - FILMING AREAS





Filming delineations May 2004 by VPS

REGULAR SPACES	371
DISABLED	9
TOTAL	380

L.A. COUNTY DEPARTMENT OF BEACHES AND HARBORS — Revised 10 / 2003 by CLS

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Ma ot to scale.

PERMIT

Permit #F00035218-A

PARK FILM OFFICE
City of Los Angeles, Department of Recreation and Parks
4730 Crystal Springs Drive, (Mail Stop 664)
Los Angeles, California 90027
Telephone: (323) 644-6220 Fax: (213) 847-6056

VENICE PIER
Film Production Guidelines

Failure to comply with these conditions will be in violation of your film permit and may result in revocation of permit.

Welcome to the City of Los Angeles, Department of Recreation and Parks (Department). In our partnership to protect the environmental integrity of our parks the Park Film Office is providing guidelines to ensure a safe and successful film shoot. Please review and provide copies of these guidelines to the appropriate responsible persons. Thank you for the continuous use of our parkland.

- ***MUST NOT EXCEED OVER WEIGHT LIMIT OF 15,000 POUNDS.***
- ***OK TO BRING IN GREEN SCREEN, VEHICLE, DOLLY TRACKS, CAMERA CRANE AND PURSUIT VEHICLE (GATOR SIZE) ONTO PIER.***
- ***MUST NOTIFY COUNTY LIFEGUARDS.***
- ***CAN NOT BRING IN GENERATOR ONTO THE PIER GENERATOR MUST BE CABLED IN.***
- ***CAN NOT CLOSE DOWN PIER CAN ONLY ASK PATRONS TO LEAVE FILM LOCATION ONLY WHILE THE CAMERA IS ROLLING.***
- ***OK TO HOOK UP TO PARK WATER ON PIER WILL BE INVOICED FOR USE OF WATER AFTER THE FACT.***
- May not have exclusive use of Pier.
- NO staking or drilling into Pier, turf, rocks, trees, or any asphalted areas unless otherwise approved by the Park Film Office.
- NO alterations to park property unless otherwise approved by the Park Film Office.
- If trashcans at the end of the Pier are unlocked & removed they MUST be locked & replaced PRIOR to wrap.
- 15,000 pound weight limit on pier. May not drive on pier.
- Must work around all pier activities and fishing patrons.
- May not kick everyone off the pier to get their shot.
- OK to have 2 minute pedestrian control to get their shot.
- May not be on Pier past sunset without Park Monitor present.
- Must leave the pier when Lifeguards lock up for the evening.

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- Must hand cart or carry all equipment on to the pier.
- May not drive any vehicles onto the pier at any time.
- Vehicles and/or heavy equipment are not allowed on turf areas unless prior approval is given by the Park Film Office. **APPROVED**

- Production companies must provide their own restroom and trash receptacles. The City dumpsters and trash cans cannot be used so all self-generated trash has to be removed and disposed of off-site.
- Film permits do not provide exclusive use of a park or recreation area.
- Service roads, parking lot driveway access, handicap or electric vehicle designated parking stalls may not be blocked or restricted. Emergency vehicle access lanes must be maintained in parking lots and park streets at all times.
- A 20 Foot unobstructed lane must be maintained between parked vehicles/trailers in all parking lots and Recreation and Parks roadways for emergency vehicle access.
- Due to underground plastic irrigation lines and trees having shallow root systems, staking or drilling into turf, rocks, trees or asphalted areas is not permissible unless prior approval is given by the Park Film Office. This approval will be noted in the permitted guidelines.
- Locked park gates can only be accessed by a Park Film Office Monitor. Security of open gates must be provided by the permitted company. Any equipment that is permitted to stay overnight must be guarded by the permitted company's security group.
- Alterations to natural or manmade surroundings or content of the park are not permissible unless documented in these specific guidelines. The permit holder is financially responsible for all remediation should there be any damage or unauthorized alteration to Department property. The remediation and cost of will be determined by the Park Film Office.
- A Park Film Office Monitor(s) may be assigned to the permitted location. Their job is to ensure guidelines are followed, liaison between park patrons, other City employees and a communication link between Permitee and the Park Film Office for any additional needs or authorizations. When the Park Film Office is closed the Park Film Monitor has the authority and responsibility to modify these guidelines within the parameters given to them by their supervisor. The Park Film Monitor has access 24/7 to contact their supervisors if needed. The Permitee will be required to adhere to the instructions, restrictions and requests given by the Park Film Monitor.

- Smoking is prohibited on all Department properties. An exception has been made for permitted film production companies to smoke in areas that are designated by the Fire Safety Officer or Park Film Monitor. If a Fire Safety Officer or Park Film Monitor is not assigned to the Permitee

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there will be no smoking with the exception of an actor smoking while performing or as part of the scene.

- A designated smoking area may not be near any patron activity or facility. Large buckets of sand or water must be placed in this area for disposal of tobacco or tobacco related products. The designated smoking area may be revoked or not allowed depending on weather and location conditions. Failure to comply with the smoking restrictions may result in a fine.

F-35218
FURLINED
'CHEVY'
(VENICE PIER)

NOT A PERMIT

SPECIAL FILMING CONDITIONS
VENICE AREA

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For purposes of these guidelines the Venice area is Santa Monica City limits to the north, Lincoln Boulevard to the East, Pacific Ocean to the west and Washington Boulevard to the South (including the Strand which is Pacific Avenue, Washington Boulevard, Via Marina, and the Pacific Ocean)

- **Affected residents and merchants must be notified at least two (2) days in advance of the first day of filming or the first day of any substantial set preparation.** *Permit requests must be submitted at least three (3) days in advance.*

- **Filming on holidays and weekends is generally not permitted**, especially during the summer. Exemptions may be granted on a case-by-case basis. Factors such as size of company, exact location and scope of intended filming, time of year, and anticipated impact on local parking will be considered when reviewing requests for such exemptions.

- **No vehicles shall be driven or parked on Ocean Front Walk between the hours of 10:00 a.m. and 7:00 p.m**. unless approved by The Department of Recreation and Parks.

- **Speedway shall not be used for parking of vehicles or equipment and must remain open to emergency vehicles.**

- **All vehicles and equipment (including private automobiles) associated with the production company shall be legally parked unless specific exemption is granted by the film permit.** No vehicles or equipment shall be permitted to park on Ocean Front Walk or the Venice Recreation Area property unless approved by The Department of Recreation and Parks. The use of private parking lots is strongly encouraged. Publicly owned parking lots in the area are managed by PCI parking and must be added to the filming permit and cleared with the appropriate agency.

- **Use of Los Angeles County beach parking lots have the following restrictions:**

    - **The Washington Boulevard lot is restricted to parking only between 7:00 a.m. and 10 p.m**. No community survey will be allowed for additional hours.
    - **Rose Avenue and Venice Boulevard lots require a community survey from affected residential buildings for any activity (parking or filming) prior to 7:00 a.m or after 10:00 p.m.**

- **Traffic control on all area streets shall be limited to a maximum of two (2) minutes.**

- **It is the responsibility of the production company to deploy sufficient police officers to ensure that traffic flow in the area is not unreasonably hindered.**

- **Additional Special Filming Conditions apply to filming on Washington Boulevard between Pacific Avenue and the Venice Pier, Abbot Kinney Boulevard, and Venice Beach.**

FilmL.A. Inc. PERMIT